



MARKETING MANAGEMENT IN CHINA: WEEK 1: INTRODUCTION

OCEAN UNIVERSITY OF CHINA
25th INTL. CHINESE BUSINESS PROGRAM
Marketing Lecture Series

Rainer Appel

Thursday, 8:00-10:00 & 10:00-12:00

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- **Announcements & class material for download will be posted at** www.marketing-in-china.org

Grading

- **As suggested in program manual**
 - 20% quizzes
 - 30% from case reports and presentations
 - 50% from final exam

Case Studies

- **Google, Yahoo!, Baidu**
- **Yum! Brands**
- **Li-Ning**
- **Carrefour / Wal-Mart**
- **FedEx / UPS**
- **Haier***

Topic Studies

- **Advertising, PR**
- **Direct Marketing**
- **Market Entry**
- **Market Research**
- **Intellectual Property (IP)**
- **Sunzi Bingfa***
- **Sanshiliu Ji***

*: no team presentations; only quizzes

Homework

- **Prepare Google/Yahoo case**
- **Do some ,sight-seeing‘:**
 - Carrefour / Wal-Mart / Jusco / Metro / Li Qun
 - Adidas / Li-Ning / Nike
 - KFC / Pizza-Hut
- **Check out the stores for products from these companies:**
 - Haier, Hisense, ...
- **Visit a post office and inquire express mail fees**
- **Establish an Internet connection for your PC/notebook (and don't get desperate)**
- **Make a Chinese ‘friend’**
- **Print plenty of business cards**
- **Visit some fairs**



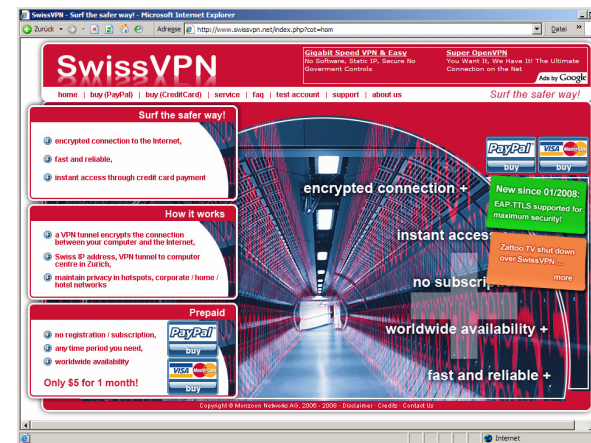
Map of Qingdao

Suggestions for Internet research

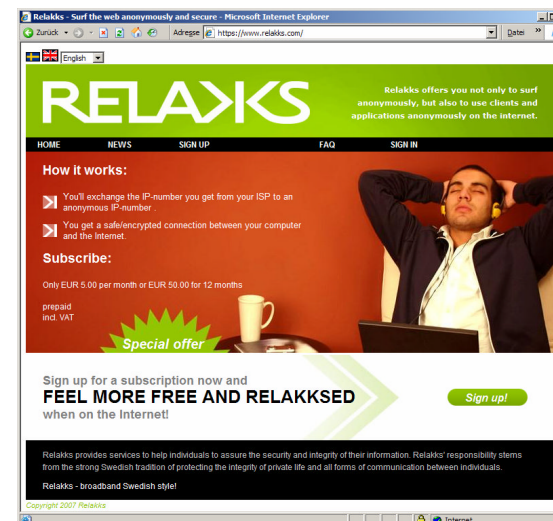
➤ Use proxy-server or VPN

– Commercial VPNs:

- www.swissvpn.net :
\$5/month



- www.relakks.com :
€5/month



Suggestions for Internet research

➤ Visit

– Personal suggestions:

- www.greatfirewallofchina.org



- www.torproject.org : free

- Advantage:
can be used in Internet
cafes



Suggestions for Internet research (cntd.)

➤ Install Firefox

– Install proxy add-ons:

- [gladder](#)
- Torbutton
- FoxTor
- etc.

➤ Campus Internet

– access might be limited

- → visit
 - Starbucks
 - Airports
 - Hotels
- Buy CNC service
- Buy PCMCIA Internet service

Suggestions for Internet research

➤ **If not successful:**

– visit

- Starbucks
- Airports
- Hotels

OR

- Get a CDMA/EDGE/GPRS/GSM Wireless Modem + Internet service

Suggestions for weekends or vacations

- **Oct 12-15, 20-23 2009**
 - **China Sourcing Fair & Expo:**
 - Hongkong Airport & Convention Center

- **Oct 15-19, 23-27, Oct 31-Nov 4, 2009**
 - **Canton Fair:**
 - Guangzhou Exhibition Center



Misconceptions: **Shandong ≠ Shanghai**

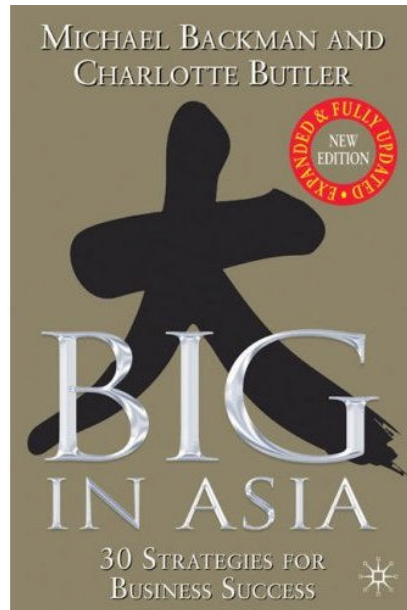
- **Asia ≠ China**
- **Shandong ≠ Shanghai**
- **China 1978 ≠ China 2008**

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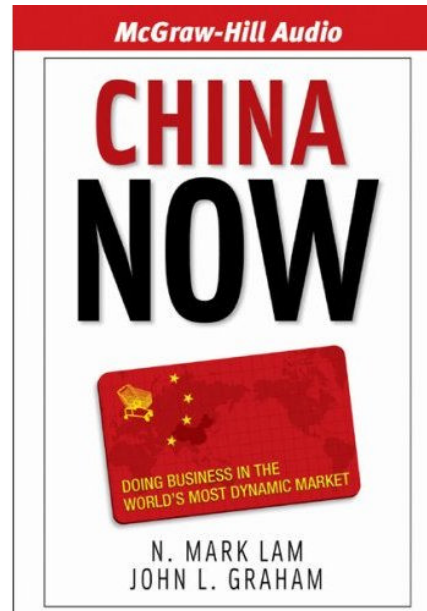
How Chinese and Western Marketing Practices differ (small-firms)

| Chinese Firms | Western Firms |
|--|-----------------------------|
| Production oriented | Customer oriented |
| Limited marketing expenditure | |
| Limited marketing expertise | |
| Little strategic marketing planning | |
| Competing Indirectly | Compete face-to-face |
| Family run | |
| Avoid litigation | |
| Finance without banks | |
| Guanxi as strategy | |
| Trade oriented | Innovation oriented |

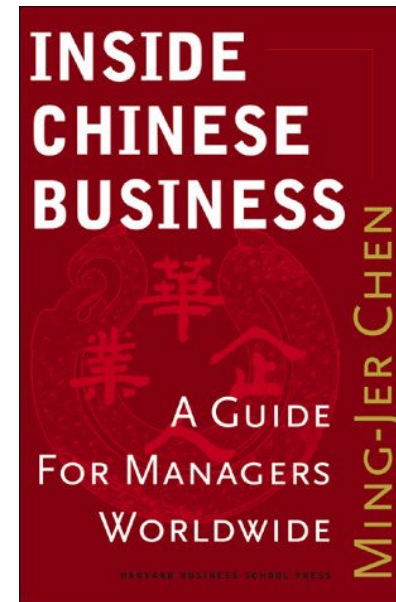
Suggestions for additional reading



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ISBN 978-0-07-147254-8



ISBN 978-1-59139-27-6



ISBN 3-406-39234-2

Additional „reading“ (continued)

- **Redstar**
- **Mins**
- **Qingdao Expat Magazine**
- **Qingdao Official Guide**
- **Qingdao Statistical Information Manual**
- **Various guides in foreign languages**



Sightseeing

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